HEALTH TOURISM IN TURKEY: A PURSUIT OF WELLNESS

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1. INTRODUCTION

Health tourism is a type of tourism that encompasses the activities of people traveling to a destination where health services are offered. It covers the travels of individuals in search of services aimed at maintaining their health, well-being, and wellness, which they cannot afford or have difficulty affording in their own countries. Tourists who travel with health as a priority often participate in tourism activities (Jagyasi, 2008; Smith & Puczkó, 2009). Medical tourism, a subcategory of health tourism, is the practice of individuals traveling to other countries to receive medical services that are unavailable or unaffordable in their own countries. These services include a wide range of medical procedures, such as medical operations, diagnostic tests and treatments, and rehabilitation. They also require the intervention of qualified healthcare professionals who meet the standards of the medical authority (Büyük, 2023). In fact, since it is associated with different medical specialties and includes various operations, disabled tourism, geriatric tourism (Büyük & Akkuş, 2022a; 2022b), cancer tourism (Büyük & Akkuş, 2022c; 2022d), organ transplant tourism (Balaban & Marano, 2010; Budiani-Saberi & Delmonico, 2008), dental tourism (Turner, 2008), fertility tourism (Bergmann, 2011), etc. It can also be divided into

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sub-branches. Health tourism and medical tourism differ from each other in terms of their scope, motivational elements, target audience, cost elements, duration, and revisit behaviors. For example, medical tourism includes medical procedures, health tourism includes both medical procedures and wellness tourism activities at the same time. In health tourism, individuals travel to protect, improving, or restoring their mental and physical health; In medical tourism, people travel to access medical procedures that they cannot access for any reason. While the target audience in medical tourism is individuals with health problems, the target audience in health tourism has a feature that includes both the target audience of medical tourism and healthy life tourism (Büyük, 2023b).

2. MEDICAL TOURISM MARKET AND TURKEY

Tourism is an important element of the world's economy. The tourism industry contributes significantly to the employment and foreign exchange earnings of various nations (Büyük & Can, 2020). As a result, tourists can access higher quality health services at more affordable prices, while medical tourism destinations can strengthen their economies thanks to the income they earn from this sector. In addition, medical tourism has a significant impact on both the health and tourism sectors. Due to its rapid growth in recent years, medical tourism has reached a global volume of approximately 500 billion dollars (UHSAŞ, 2023) and this industry is expected to grow by 35% every year (MTA, 2017). Among the reasons underlying the development of this type of tourism, which today takes the form of visits from developed countries to developing countries, are high healthcare costs and long waiting times in the source countries (Özçelik et al., 2021), individuals' concerns about health and life after the COVID-19 pandemic (Büyük & Can, 2020), increasing the

quality and access to healthcare in developing countries (Büyük, 2023b), and the widespread use of social and digital media. The most popular medical tourism destinations in the world in recent years are countries such as India, Malaysia, Singapore, Cuba, South Korea, as well as Turkey (Collins et al., 2019). According to the Turkish Statistical Institute (TUIK, 2023), over 1.2 million medical tourists visited Turkey in 2022. This influx generated over 1.5 million dollars (UHSAŞ, 2023). The post-COVID-19 surge represents a remarkable 308% increase in medical tourists compared to the previous year. For this reason, Turkey is among the leading destinations in the medical tourism market, and considering the last decade, it is among the most preferred medical tourism destinations globally (Özçelik et al., 2021).

The country has many opportunities to attract medical tourists. Among these, that it has a diaspora that creates significant activity in the medical tourism market and exhibits the behavior of traveling from the countries they live to Turkey to receive health services is at the top of the list. People of Turkish origin living in various parts of the world make medical trips to the country every year for sufficient reasons such as cultural and religious unity, price advantages, superiority of medical technology, short waiting times, health insurance, and etc. According to the data of the Ministry of Foreign Affairs of the Republic of Turkey, the number of Turkish citizens living abroad has reached approximately 6.5 million by 2023, with 5.5 million of them residing in Europe (MFA, 2023). TÜİK (2023) official statistics reveal that the Turkish diaspora ranks among the top five source countries of medical tourists visiting Turkey. The country's favorable climate, thermal resources, and rich historical and touristic attractions also serve as significant motivators for medical tourists. This trend is not recent. Data from the Medical Tourism Association (MTA, 2017) indicates that in 2016-2017, 40% of medical tourists sought healthcare in the USA, 16% in

Germany, and 12% in Turkey. Turkey's position among the top three medical tourism destinations is evident.

Turkey's strengths in the medical tourism market include a strong institutional healthcare system that meets international standards, easy transportation, unique cultural and demographic characteristics, a strong tourism infrastructure, and competitive pricing policies that stand out in the medical tourism market. Turkey is ranked third in the list of countries recommended by medical tourism market intermediaries, after India and Costa Rica (Peters & Sauer, 2011). On the other hand, Turkey's weaknesses in the medical tourism market include its inadequate advertising and promotion policies, its lack of institutional cooperation and coordination, the intercultural understanding and language problems experienced by medical tourism professionals (Büyük, 2023a), strategic and political mistakes made in some cases, and the inadequacy of intermediaries. Turkey's threats in the medical tourism market include uncertainties and inconsistencies in insurance systems, as well as examples of service deficiencies, bureaucratic problems such as visas, or erroneous practices, even if they are isolated (Büyük, 2023b; Şeker & Solak, 2020).

3. MEDICAL TOURISM MARKET ADVANTAGES OF TURKEY

Turkey's growing prominence in the medical tourism market can be attributed to both global factors such as the aging of the world's population (Bookman & Bookman, 2007), the rising cost of healthcare in developed countries (Zhang et al., 2022), and the ease of transportation (Erdoğan & Yılmaz, 2012), as well as its own unique characteristics. These are, in detail:

3.1.Advanced Healthcare Infrastructure and Experienced Healthcare Personnel

Turkey has an advanced healthcare infrastructure. There are many modern hospitals and clinics equipped with advanced technologies in the country, and there are many experienced doctors and nurses working in these institutions (Yıldız & Khan, 2016). This advanced healthcare infrastructure makes it easier for medical tourists coming to the country to access medical services. The most preferred specializations in medical tourism in the country include cosmetic surgery, dentistry, ophthalmology, cardiovascular surgery, orthopedics, oncology, infertility treatment, IVF, etc. According to data from the International Healthcare Research Center (IHRC, 2020-2021), Turkey ranks 8th among the countries offering the highest quality medical tourism services in Europe and 30th in the world. The most preferred specializations in medical tourism in the country include cosmetic surgery, including hair transplantation and facial aesthetics, all dental treatments, ophthalmology, heart surgery, orthopedics, cancer treatment, infertility treatment, organ transplants, etc. (Büyük, 2023b). This advanced infrastructure also shortens treatment waiting times.

3.2.Short Waiting Time for Surgery and Treatment

Turkey's advanced healthcare infrastructure and skilled medical professionals shorten the waiting times that various countries experience before treatment. This short waiting time is a major advantage for Turkey, as it is a key factor in medical tourists' destination choices. Medical tourists from developed countries focus on the quality of medical services and the short waiting times (Cohen, 2008). For example, Tontuş (2017) notes that the waiting time for prostate cancer surgery in any country in the world can be up to six months, while this operation can be performed in Turkey within three days at the latest. As is well

known, the timing of starting treatment is critical in some diseases, such as cancer. Research has shown that the short waiting time is a major motivation factor for medical tourists who come to Turkey for cancer treatment (Büyük & Akkuş, 2022c; 2022d).

Similarly, it is known that medical tourists who participate in geriatric tourism activities also prefer short waiting times due to their age. These tourists also tend to avoid long journeys due to their general health conditions, choose destinations with climate conditions that do not strain them, and use alternative medicine offered by thermal sources in some medical areas such as orthopedics. From this perspective, Turkey's unique conditions can offer them important comforts (Büyük & Akkuş, 2022a; 2022b). On the other hand, according to Ile and Tigu (2017), it is expected that the number of individuals aged 65 and over will reach 180 million by 2025 due to many factors. This situation will have an impact on the development of geriatric tourism, which is one of the types of medical tourism, just like many other types of medical tourism.

3.3.Affordable Healthcare Services

Healthcare services in Turkey are offered at more affordable prices than in other countries. It is known that countries that are prominent in the medical tourism market have a strategic advantage in terms of price differences. According to Baser and Abdulkadir (2013), there are significant price differences between developed countries and developing countries, especially in the fields of heart surgery, prostheses, cancer, etc. According to OECD (2021) data, medical services offered in Turkey cost an average of 20% of the competing countries in the medical tourism industry, 12.5% of the global average, 30% of Europe, and 65% of the United States. For example, the average price for a heart bypass in Turkey is

$17,200. The same operation costs an average of $123,000 in the United States. Similarly, medical tourists pay an average of $1,500 for a dental implant in Turkey, while the same procedure costs an average of $4,000 in the United Kingdom. This situation manifests itself as a tendency to focus on the cost factor for medical tourists coming from developed countries to developing countries (Cohen, 2008).

Table 1. Vacation, Accommodation and Food costs in the World's Leading Destinations[2]

Country	Vacation Cost[3] ($)	Accom. Cost ($)	Food Cost ($)
Switzerland	287	338	63
USA	283	259	58
France	249	325	45
United Kingdom	191	190	46
Holland	187	198	49
Italy	178	182	48
Greece	166	159	43
Germany	162	160	43
Spain	160	134	40
Singapore	156	198	37
Austria	148	167	40
Portugal	146	126	43
Mexican	127	99	29
South Korea	114	103	17
Thailand	84	72	17
Bosnia and Herzegovina	75	65	29
Russia	67	61	14
Cuba	41	46	9.97
India	39	34	10
Turkey	32	26	11

Source: (Retrived frome https://www.budgetyourtrip.com)

The same situation is also valid for other costs in the country. For example, if we look at the big cities, the average

[2] Average-per person-daily

[3] In major cities of the country

hotel price per person in Turkey is calculated as $26. For the same expenses, a tourist needs to pay $126 in the US, $190 in the UK, and $325 in France. Similarly, while the average daily food cost in Turkey is $11, the same tourist must spend $58 in the US, $46 in the UK, and $45 in France. The relevant comparisons are shown in detail in Table 1. Turkey is the cheapest holiday destination in this list.

3.4.Cultural Advantages of Turkey

Cultural advantages are among the motivation factors that medical tourists are influenced by, albeit not primarily, from a secondary or tertiary perspective when developing their travel intention. It should not be forgotten that although the first driving force for the trip to occur in medical tourism is even health concerns, there is also recreational participation in this type of tourism. If this recreational participation which can vary depending on the severity of the disease already suffered and the severity of the operations (Connell, 2011), demographic situations (Angela et al., 2020; Cohen, 2008; Wongkit & McKercher, 2013), does not exist, it is also impossible to say that medical tourism technically exists.

Cultural advantages should be examined under two separate subheadings as the desire to experience exotic and different experiences that exist depending on the culture and the individual's choice of destinations close to his own culture. Medical tourists can exhibit two very different trends, such as traveling to destinations close to their own culture to avoid difficulties in terms of language, religion, habits, etc., and experiencing exotic experiences that offer some habits very different from their own culture. For example, while countries such as Malaysia, Iran, and Dubai host a significant number of medical tourists from the Islamic geography surrounding them (Khan & Alam, 2014; Moghimehfar & Nasr-Esfahani, 2011;

Rahman et al., 2011; Rokni & Park, 2019), Turkey is demonstrating the advantage of cultural unity due to the fact that it hosts a wide range of medical tourists from Turkic republics and Turkish diasporas (Yirik et al., 2015) besides its religious unity with Islamic countries.

The second important issue is the desire to experience different experiences that arise from cultural differences. This is also a very common behavior among these tourists. Experiences in countries with high cultural advantages, such as India, Thailand, Singapore, Cuba, China, and Argentina (Ingram et al., 2013; Noree et al., 2015; Vindrola-Padros, 2015; Nazneen et al., 2019), also attract medical tourists. Historical and cultural advantages in these countries can offer a very rich range of experiences, from music to gastronomy, which can also affect medical tourists' destination choices as a side factor. Turkey is in an advantageous position in medical tourism thanks to its different culture, rich history, cultural, and gastronomic values (Bulut & Şengül, 2019).

3.5.Turkey's Geographic Advantage

Turkey is in the center of the Middle East, Europe, and the CIS countries. This location makes Turkey an important health services center for millions of people living in these regions. This situation increases the accessibility of the country, which is in the center of various neighboring countries with a total population of 2.5 million (Büyük, 2023b). A similar advantage to the advantageous situation that Mexico experiences in medical tourism due to its proximity to the United States (Ghasemi et al., 2021) is also valid for Turkey. This accessibility opportunity lowers the transportation costs and shortens the transportation time to Turkey, which is in the center of three continents and is rich in transportation opportunities and diversity (Ağazade & Ergün, 2023). According to the results of a study conducted by Johnson

and Garman (2015) on a large sample of 195 countries, it was determined that the cost and duration of travel are important factors that affect medical tourism. Therefore, Turkey's strategic advantage due to its geographical location puts it in a stronger position than its competitors in the medical tourism market.

3.6.Turkey's Accredited Healthcare Facilities

Accreditation is a document that shows that a healthcare facility provides services that meet international standards. These accreditations are an indication that healthcare facilities provide services with high quality standards (Binler, 2015). This situation creates an important element of assurance for medical tourists and affects their destination preferences. It is known that one in five patients in the world prioritize accreditation first in their choice of healthcare facility (Sağ & Zengül, 2019).

When it comes to international health standards, there are many healthcare accreditation systems, such as ACHS, CCHSA, HAS, and AHRQ. However, the most widely used and comprehensive accreditation organization among these is known as Joint Commission International (JCI) (Montagu, 2003). As of 2023, there are close to 1,000 accredited healthcare facilities worldwide by JCI. Accredited healthcare facilities increase Turkey's competitive power in medical tourism. Accredited organizations, with their advanced technologies and expert staff, provide high-quality healthcare services to medical tourists. Turkey has 34 healthcare facilities that have received JCI certification and is ranked 7th in the world in terms of accredited healthcare facilities (JCI, 2023). When looking at the distribution of accredited healthcare facilities in Turkey, it is seen that they are concentrated in private hospitals (Şahbaz et al., 2012).

3.7.The Beginning of the Implementation of Policies for the Development of Medical Tourism in Turkey

The development of medical tourism in Turkey has accelerated since the 2010s. With the beginning of medical tourists visiting the country, a series of policies and regulations have been implemented by the Ministry of Health of the Republic of Turkey to develop medical tourism. These studies for the development of medical tourism in Turkey are carried out in order to evaluate the potential of medical tourism, increase the competitiveness of Turkey as a medical tourism destination, and provide medical tourism in a safe, quality, and accessible way. Within the scope of the studies, the development of the health infrastructure was prioritized. In this context, many new health institutions, hospitals, and clinics with technologies meeting international standards have been built in the country, studies have been initiated to modernize and strengthen the equipment of existing institutions, and various promotional campaigns have been prepared in order to use the existing resources effectively in medical tourism. In 2019 (Turkey-Legal Gazette, 2018), the International Health Services Inc. (USHAŞ), an important step for the development and promotion of medical tourism in Turkey, was established by the Ministry of Health of the Republic of Turkey. USHAŞ has taken on the duties of providing authorization certificates to organizations operating health services in Turkey, making international promotion of medical services, carrying out mediation activities, producing and implementing projects. With the establishment of USHAŞ, it is aimed to carry out the management and marketing activities of medical tourism in Turkey in a more systematic and professional way.

At this stage, USHAŞ has taken on the duties of providing authorization certificates to organizations operating health services in Turkey, making international promotion of medical services, carrying out mediation activities, and producing and

implementing projects. USHAŞ is working to increase the number of health institutions with international accreditation for this goal, promoting Turkey as a medical tourism destination internationally, and organizing accommodation, transportation, and other services for medical tourists. In addition, health institutions that do not have the International Health Tourism Authorization Certificate are not allowed to provide services to medical tourists in the Republic of Turkey (Turkey-Legal Gazette, 2017), and tour operators are also required to have the "International Health Tourism Intermediary Institution Authorization Certificate" (TÜRSAB, 2017). At this point, in addition to the fact that health institutions in the country are being encouraged to have international accreditation, the institutionalization and development of Turkey's medical tourism policy are being systematically addressed thanks to the studies mentioned above.

4. CONCLUSION

Turkey has been one of the most popular medical tourism destinations in the world in recent years. The country has a significant medical tourism potential, and it is expected to become one of the leading players in the growing market. The evaluation of this potential can provide significant contributions to the country’s economy. The improvement of policies and regulations in medical tourism will ensure that medical tourism is performed in a more transparent and reliable manner. For this, special attention should be paid to the promotion and marketing of medical tourism, education, and accreditation activities. The promotion and marketing of medical tourism will ensure that potential medical tourists choose Turkey. Increasing the number of policies and campaigns aimed at the development of medical tourism by governments and healthcare professionals will increase interest in medical tourism and contribute to the increase

in the number of accredited healthcare facilities. The development of education and training activities in medical tourism will ensure that the medical tourism sector develops in a more professional manner. The increased importance given by healthcare organizations to accreditation processes will contribute to the increase in the number of accredited healthcare facilities. In particular, the increase in accreditation rates in public hospitals will further increase Turkey's competitiveness in medical tourism.

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Assist. Prof. Engin TENGİLİMOĞLU

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23/12/2023

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978-975-8152-71-1	Yıldızlara Yolculuk	Durusel, Gül
978-975-8152-72-8	Bir Dayak Şampiyonu	Öztürk, Saadettin
978-975-8152-70-4	Bir Nasrettin Hoca Masalı	Işık, Mustafa
978-975-8152-69-8	Adını Umut Koyduk	Durusel, Gül
978-975-8152-68-1	Ölmez Ağaç	Bilgin, Ender
978-975-8152-67-4	Erken Aydınlanan Birey Atatürk	
978-975-8152-39-1	Düşünce Hızı	Ergül, Hüseyin
978-975-8152-32-2	Bir Bardak Çay Bir Üniversiteli	Ergül, Hüseyin
978-975-8152-35-3	Igrın	Toy, Erol
978-975-8152-38-4	Iğrıp	Toy, Erol
978-975-8152-36-0	Kayıp Arkadaş	Ferruh Aray
978-975-8152-37-7	Kadın	Orhan, Şemsettin
978-975-8152-31-5	Sır Küpü	Toy, Erol
978-975-8152-28-5	Yitik Ülkü (1.C)	Toy, Erol
978-975-8152-29-2	Yitik Ülkü (2.C)	Toy, Erol
978-975-8152-30-8	Yitik Ülkü (3.C)	Toy, Erol
978-975-8152-25-4	Ordu ve Politika	Toy, Erol
978-975-8152-26-1	Sevgiye Yolculuk	Yıldırım, Y. Ataner
978-975-8152-22-3	Medya Karıncaları	Serim, Tuna
978-975-8152-24-7	Nokta	Çekirge, Pınar
978-975-8152-21-6	Mutluluk Okulu	Yıldırım, Y. Ataner
978-975-8152-23-0	Başarı Nerede	Yıldırım, Y. Ataner

978-975-8152-20-9	Yarın Gene Uzak Öyküler	Okuducu, Güldal
978-975-8152-19-3	Tanrının Gölgesi	Toy, Erol
978-975-8152-18-6	Aydınımız İnsanımız Devletimiz	Toy, Erol
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978-975-8152-15-5	Toprak Acıkınca	Toy, Erol
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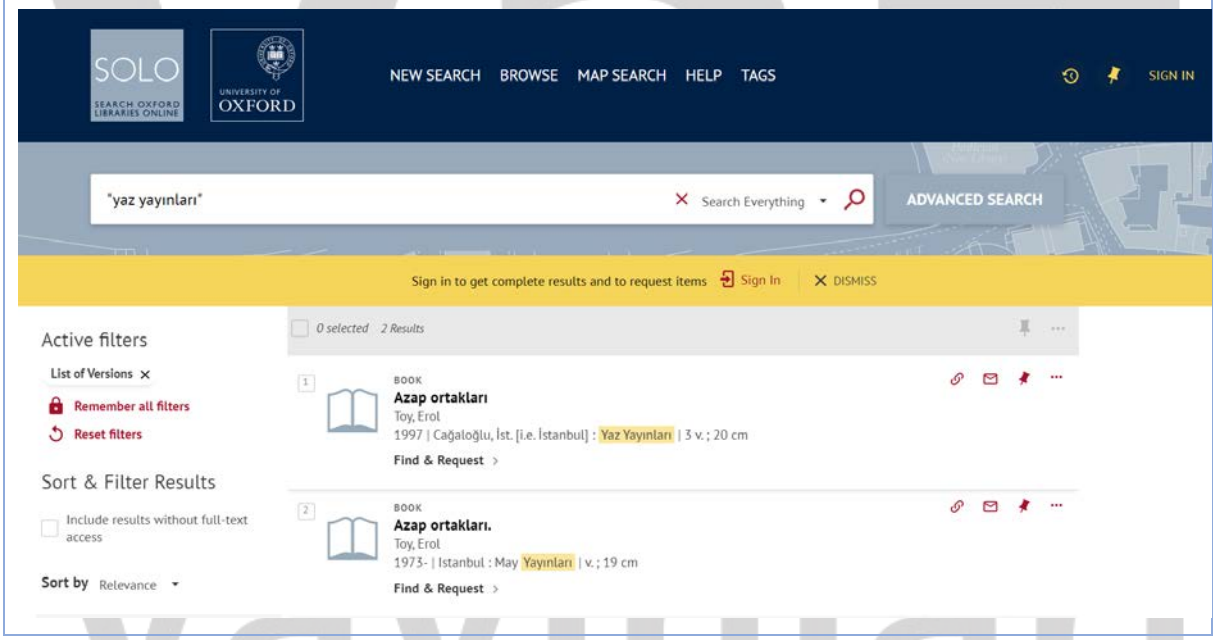
978-975-8152-11-7	Kuzgunlar ve Leşler	Toy, Erol
978-975-8152-09-4	İmparator	Toy, Erol
978-975-8152-06-3	Azap Ortakları	Toy, Erol
978-975-8152-04-9	Yalnız Seninim	Nehir Roggendor Eyüboğlu
978-975-8152-00-1	Sergüzeşt	Sami Paşazade Sezai
978-975-8152-02-5	Nur Sevinecek	Seval, Estrreya
978-975-8152-03-2	Bir Kadın Bir Hayat	Yeşim Nurseli
978-975-8152-01-8	Türk Gerilla Tarihi	Toy, Erol

EK 4 – YURTDIŞINDA FARKLI ÜNİVERSİTE VE KÜTÜPHANELERDE TARANAN ESERLERİMİZDEN BAZILARI

UNIVERSITY OF OXFORD

Erişim Linki: https://solo.bodleian.ox.ac.uk/primo-explore/search?query=any,contains,%22yaz%20yay%C4%B1nlar%C4%B1%22&tab=local&search_scope=LSCOP_ALL&sortby=rank&vid=SOLO&facet=frbrgroupid,include,238257288&lang=en_US&offset=0



HARVARD UNIVERSITY

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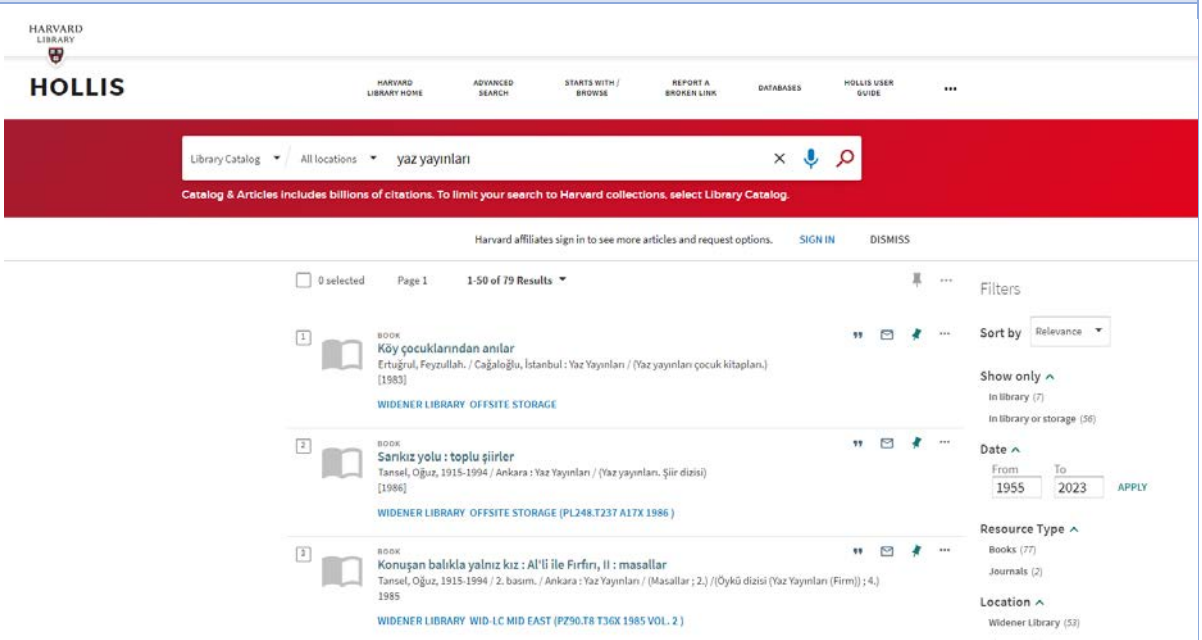

PRINCETON UNIVERSITY

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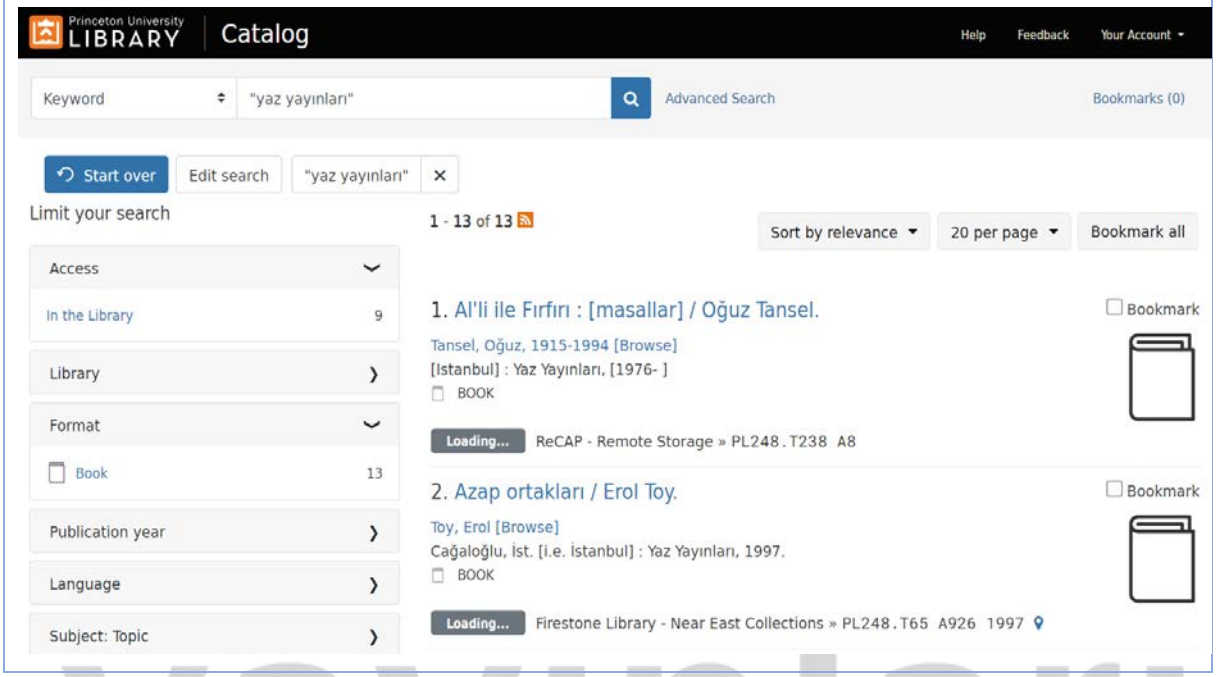

UNIVERSITY OF TORONTO

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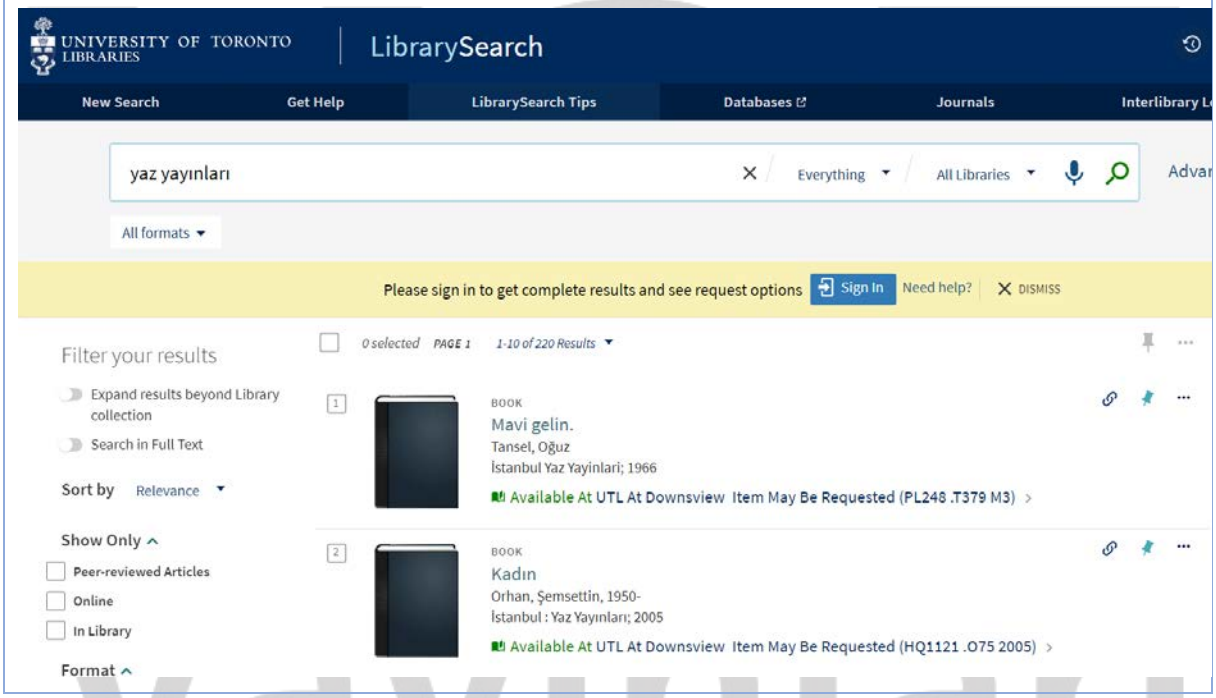

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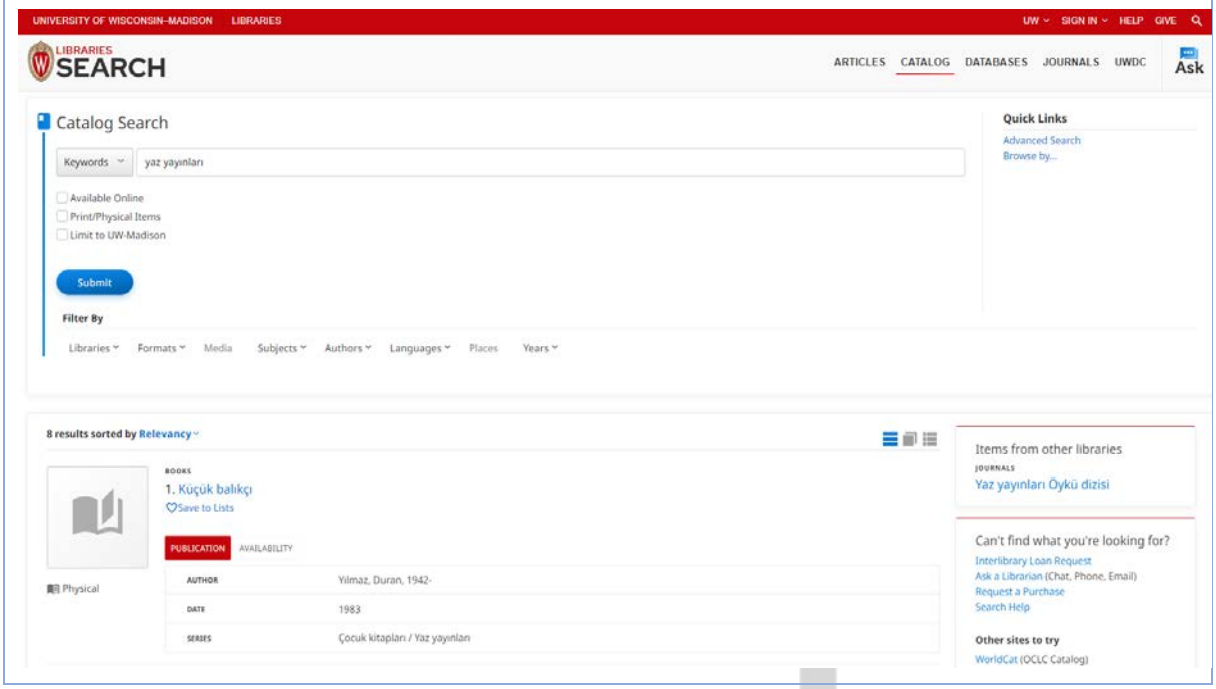

UNIVERSITY OF CALIFORNIA

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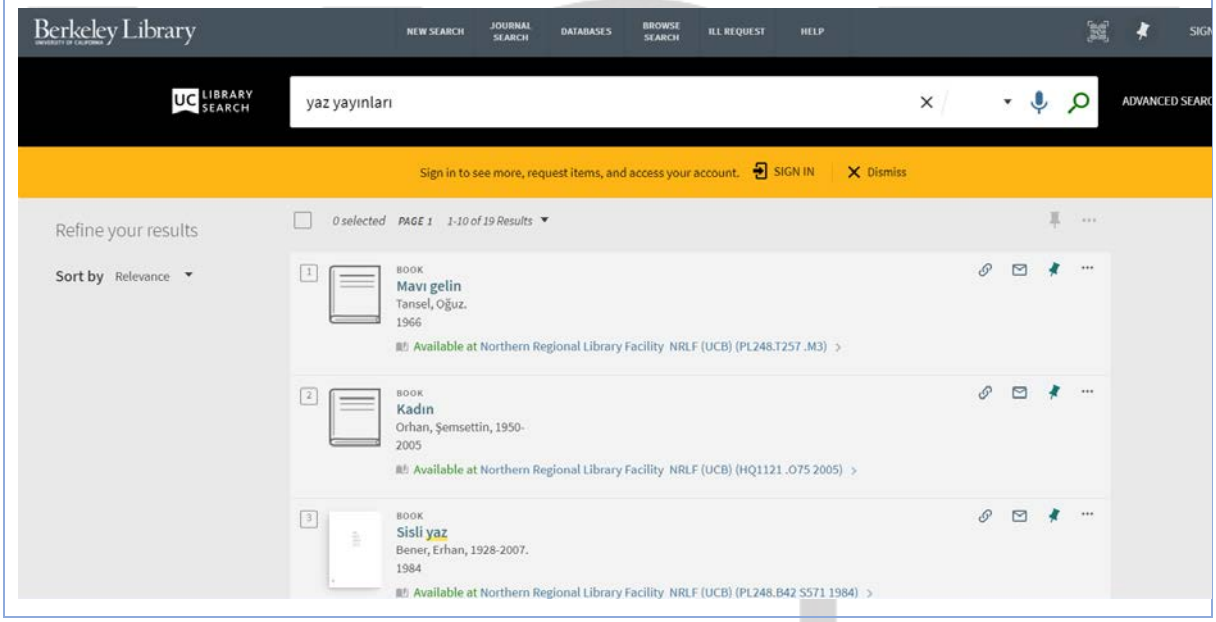

STANFORD UNIVERSITY

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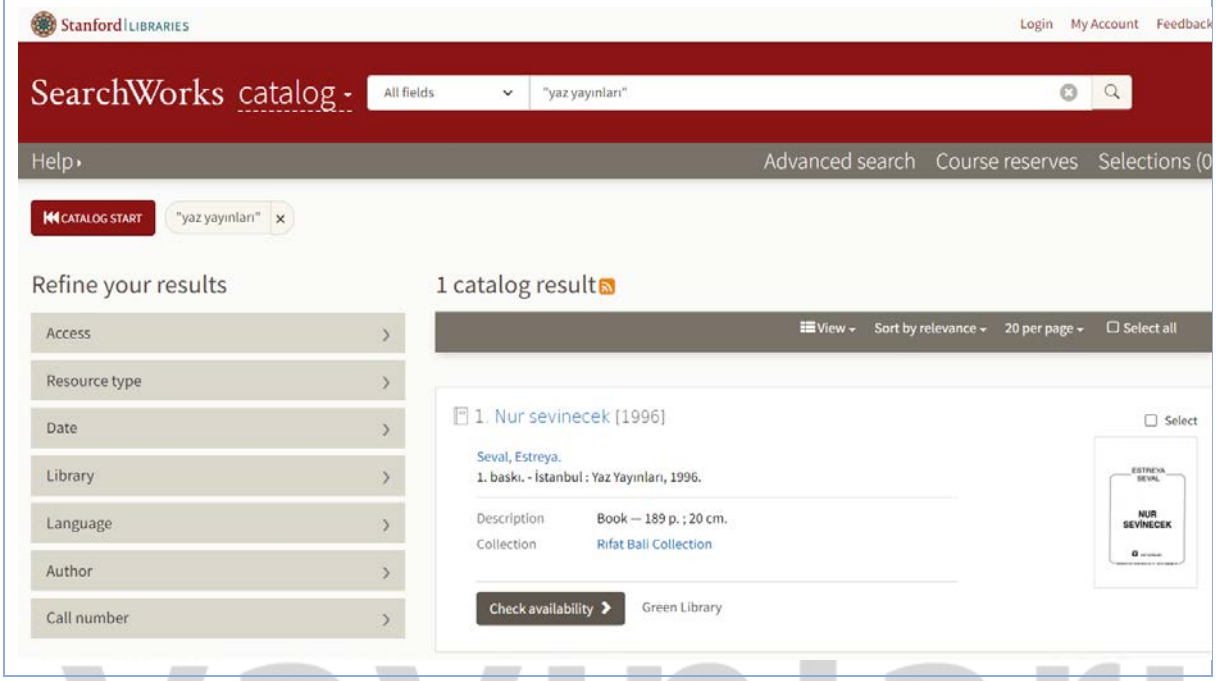

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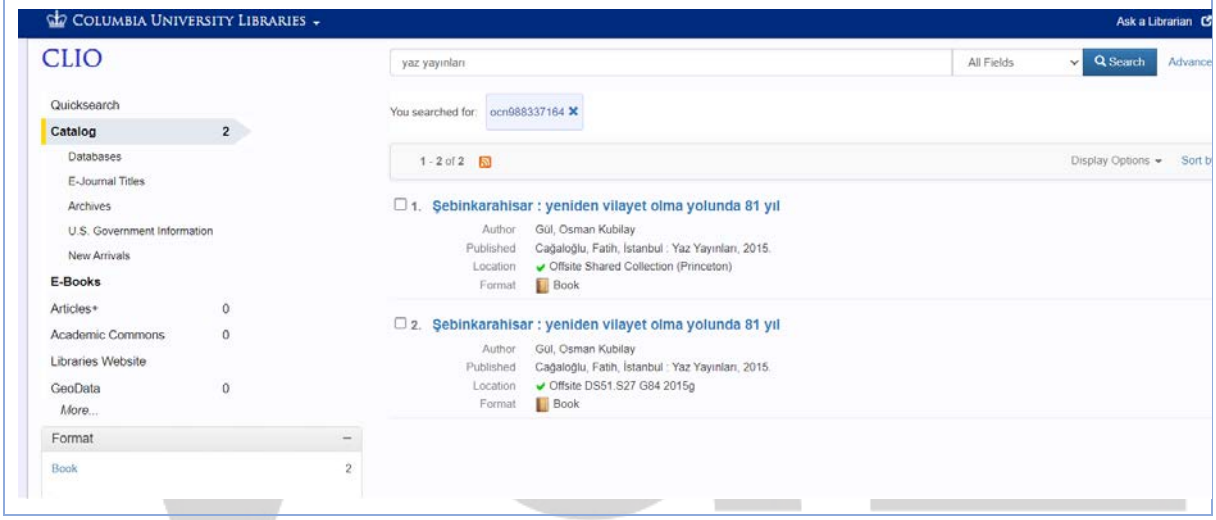

NEW YORK UNIVERSITY

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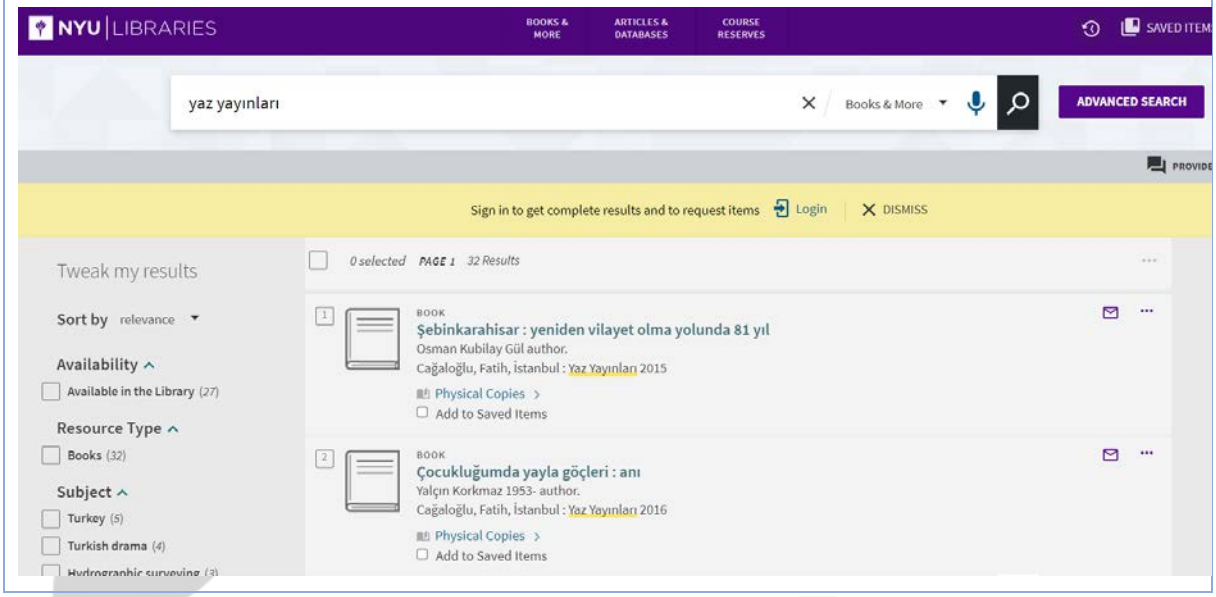

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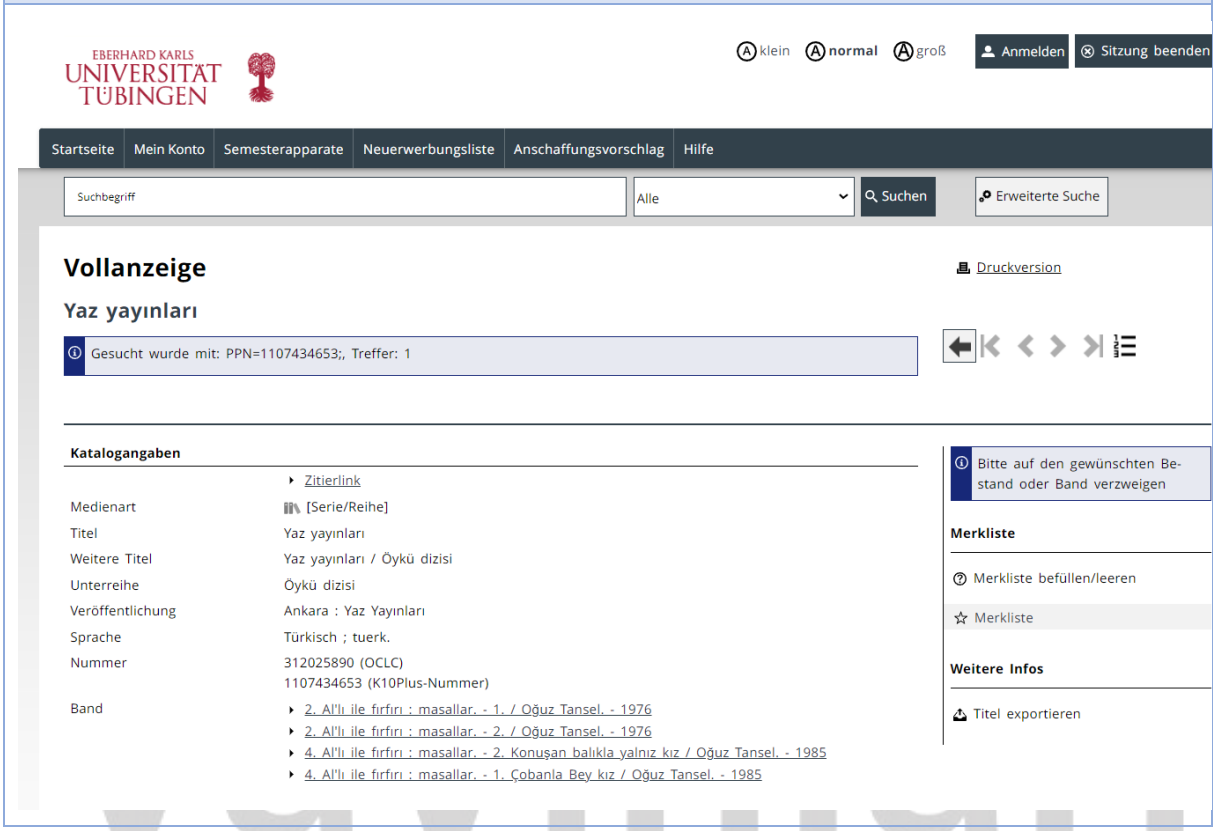

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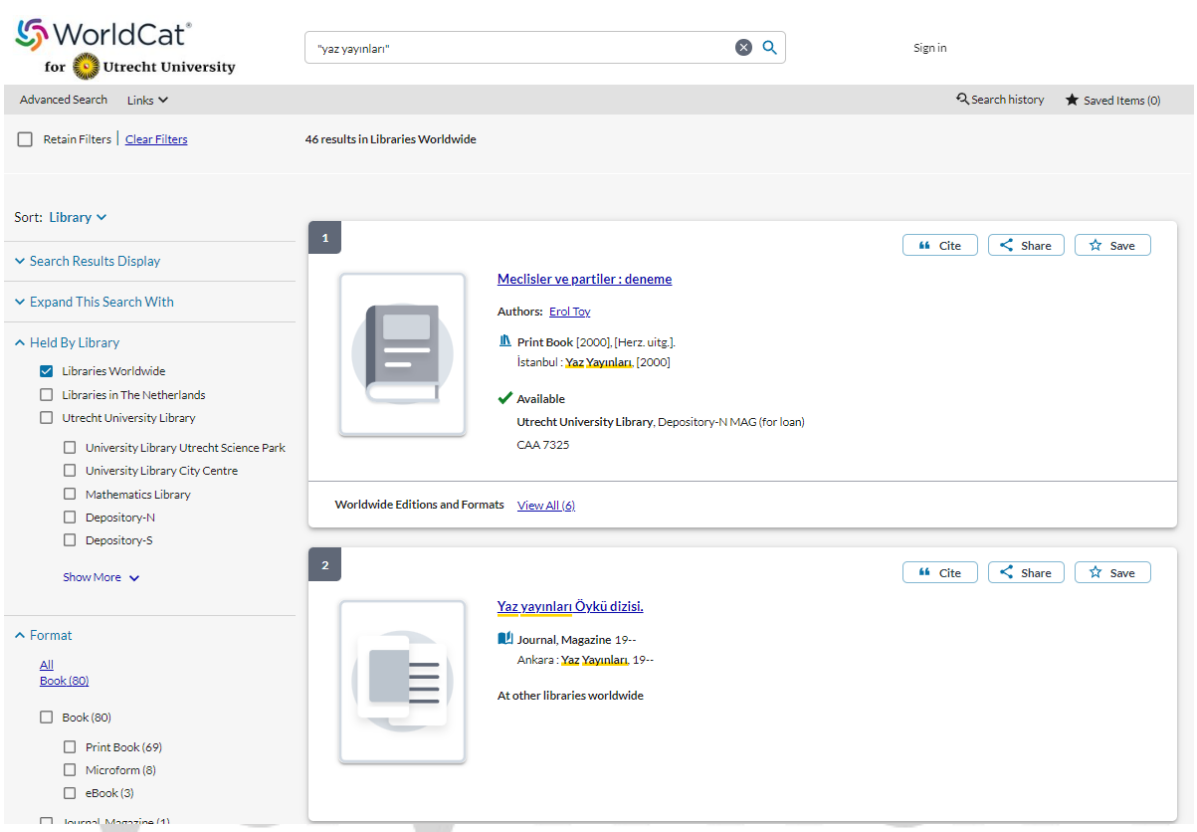

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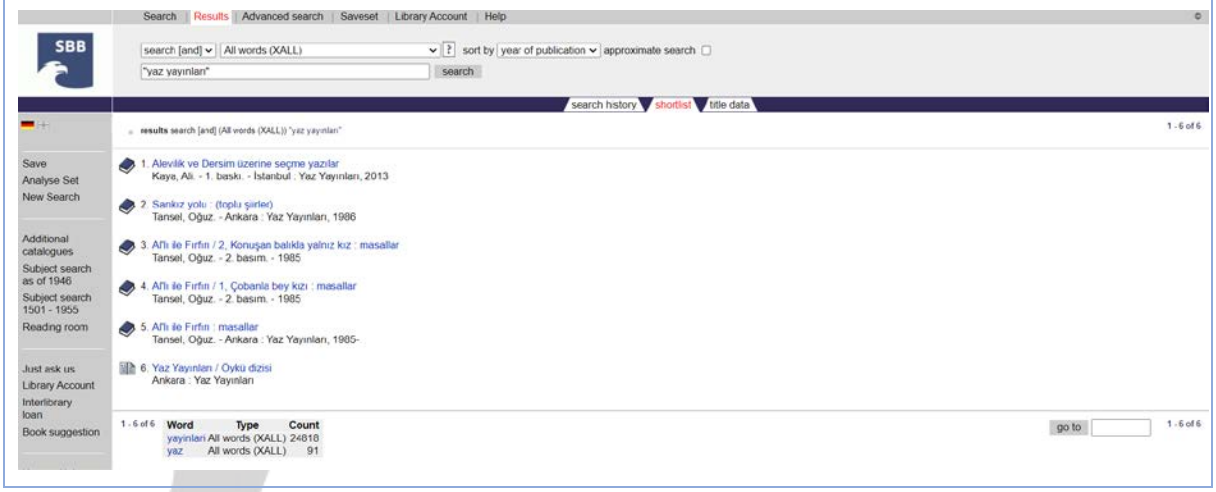

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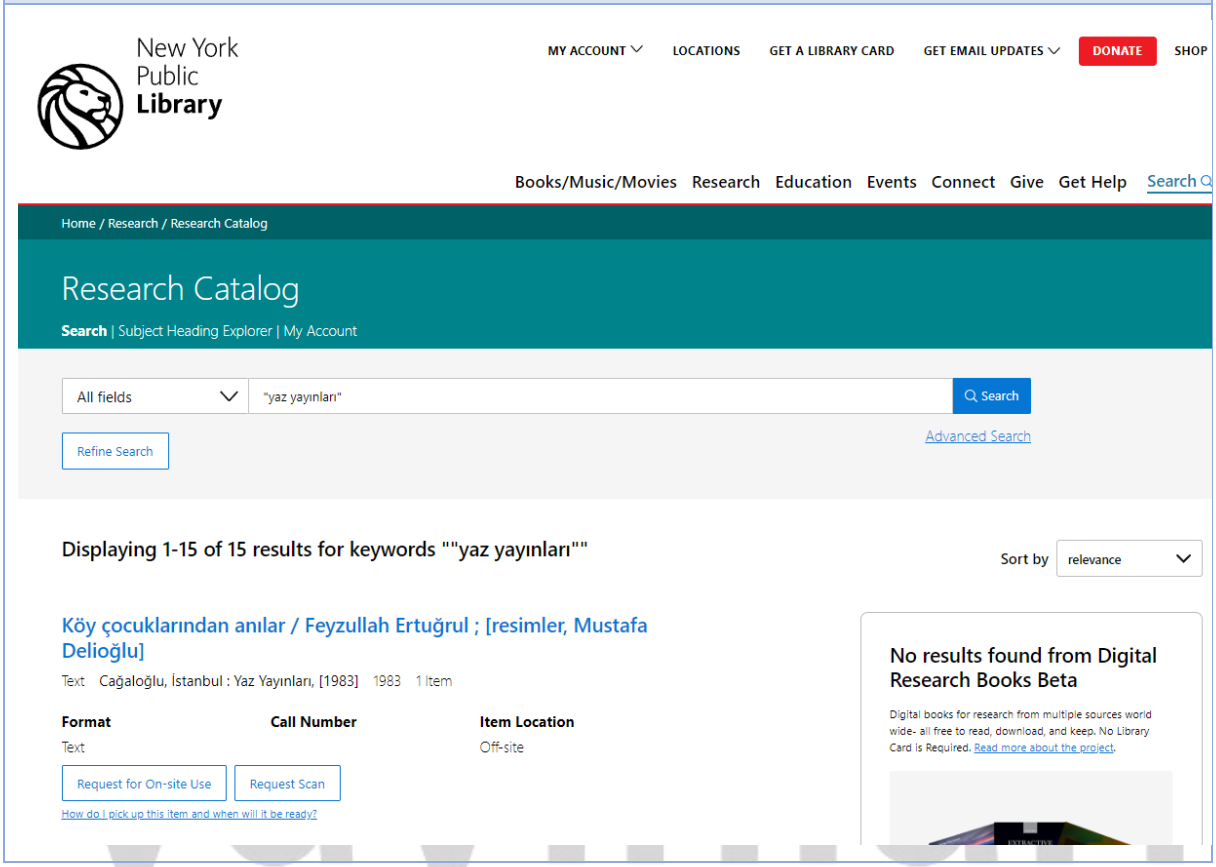

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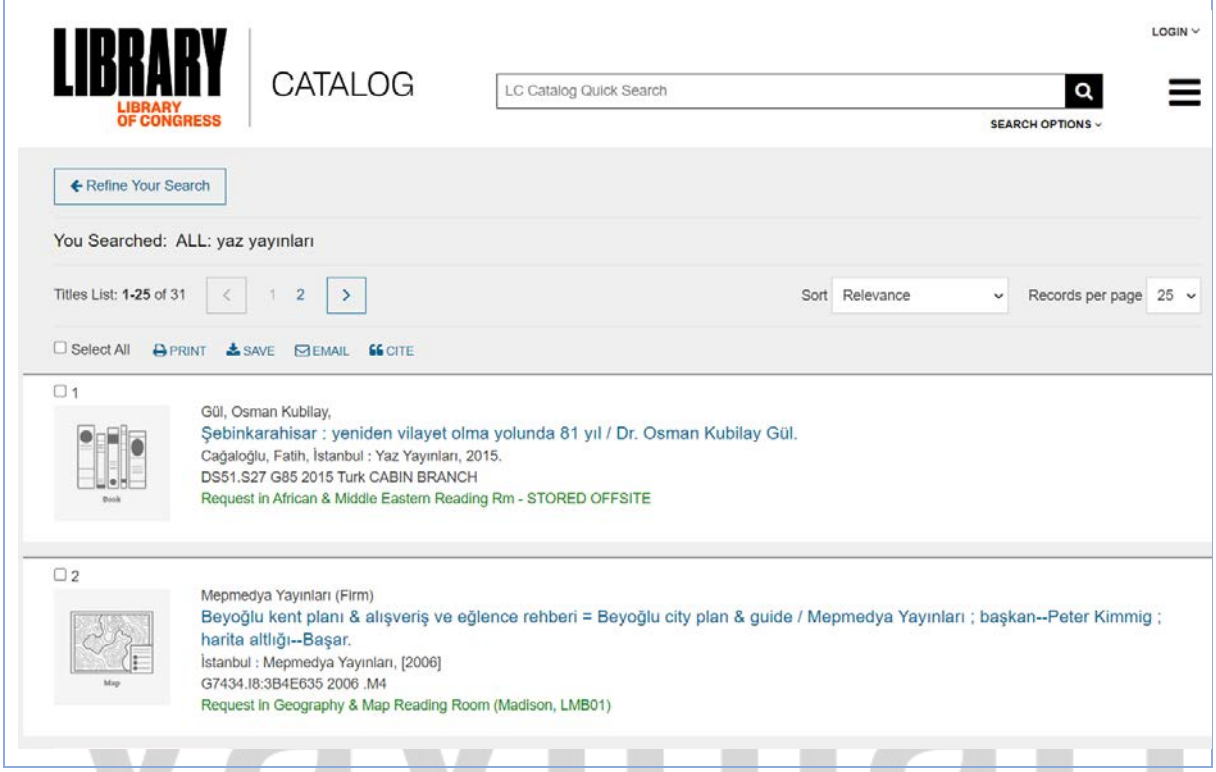

UNIVERSITY OF CALIFORNIA

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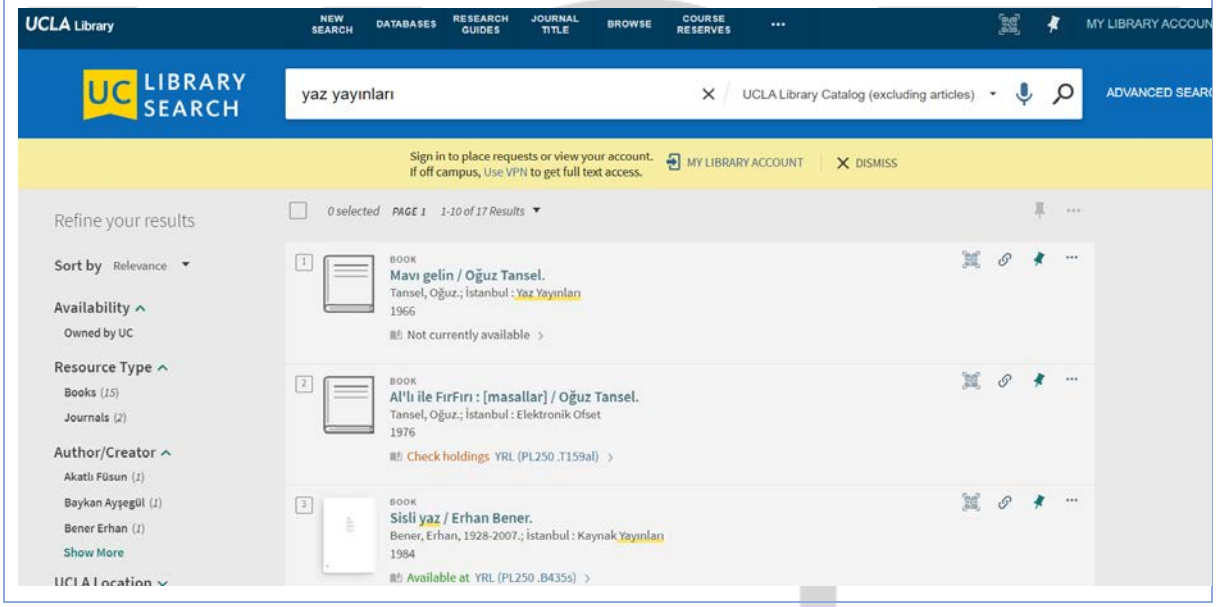

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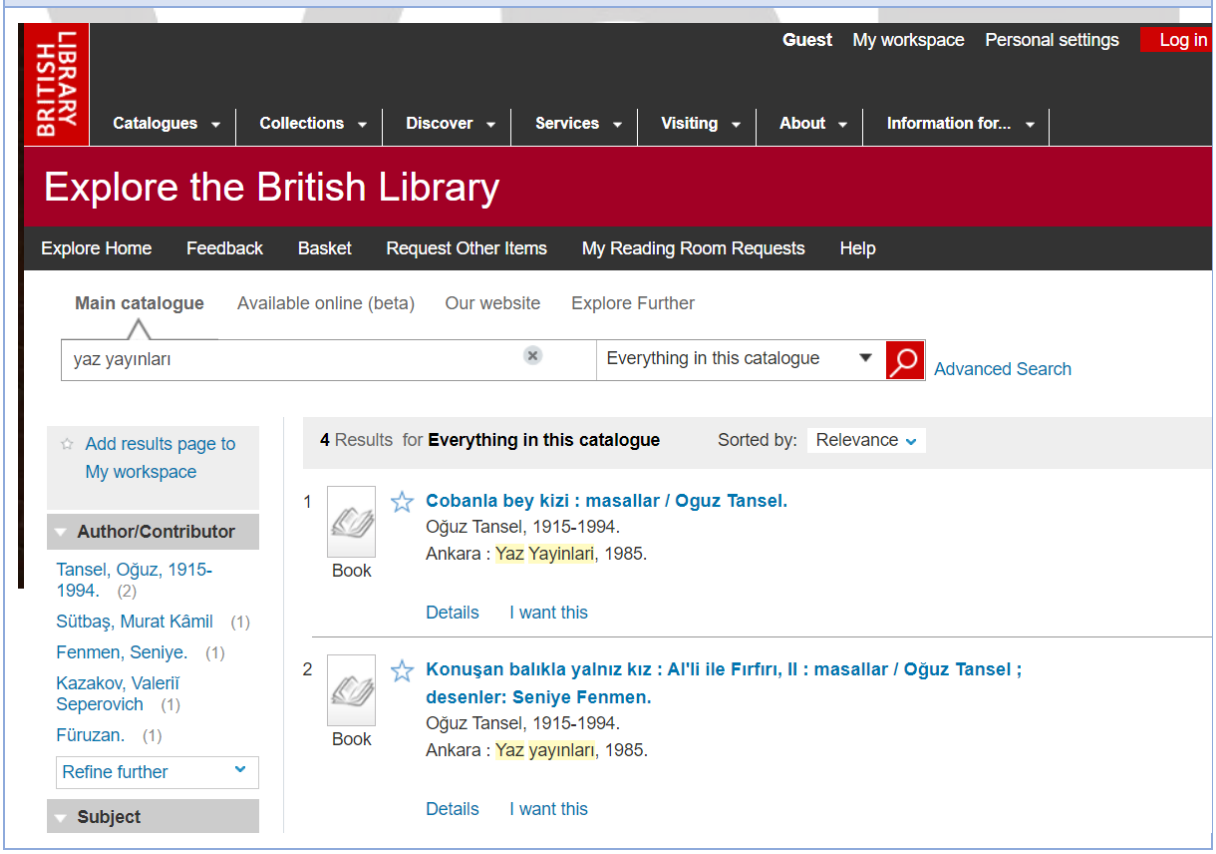
https://explore.bl.uk/primo_library/libweb/action/search.do?fn=search&ct=search&initialSearch=true&mode=Basic&tab=local_tab&indx=1&dum=true&srt=rank&vid=BLVU1&frbg=&tb=t&vl%28freeText0%29=yaz+yay%C4%B1nlar%C4%B1&scp.scps=scope%3A%28BLCONTENT%29&vl%28297891280UI0%29=any&vl%28297891280UI0%29=title&vl%28297891280UI0%29=any



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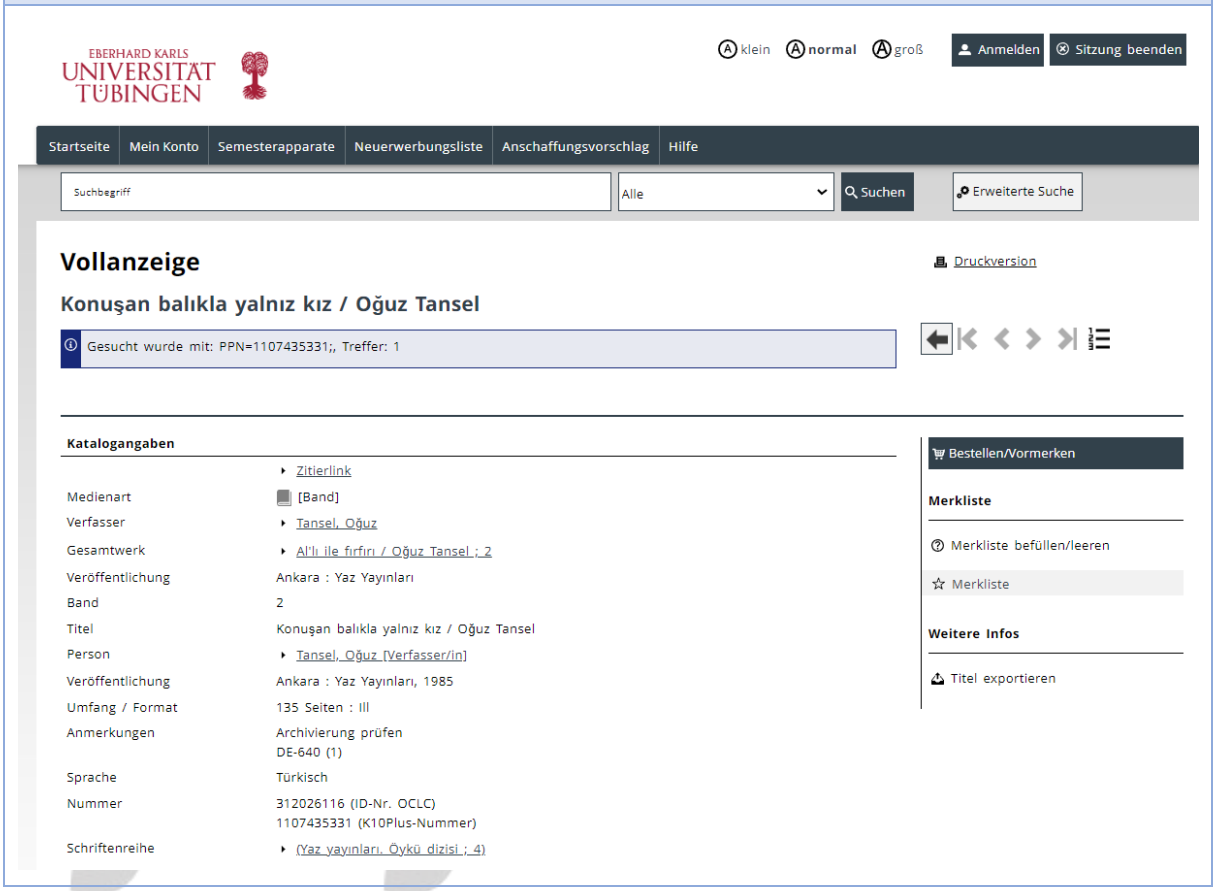

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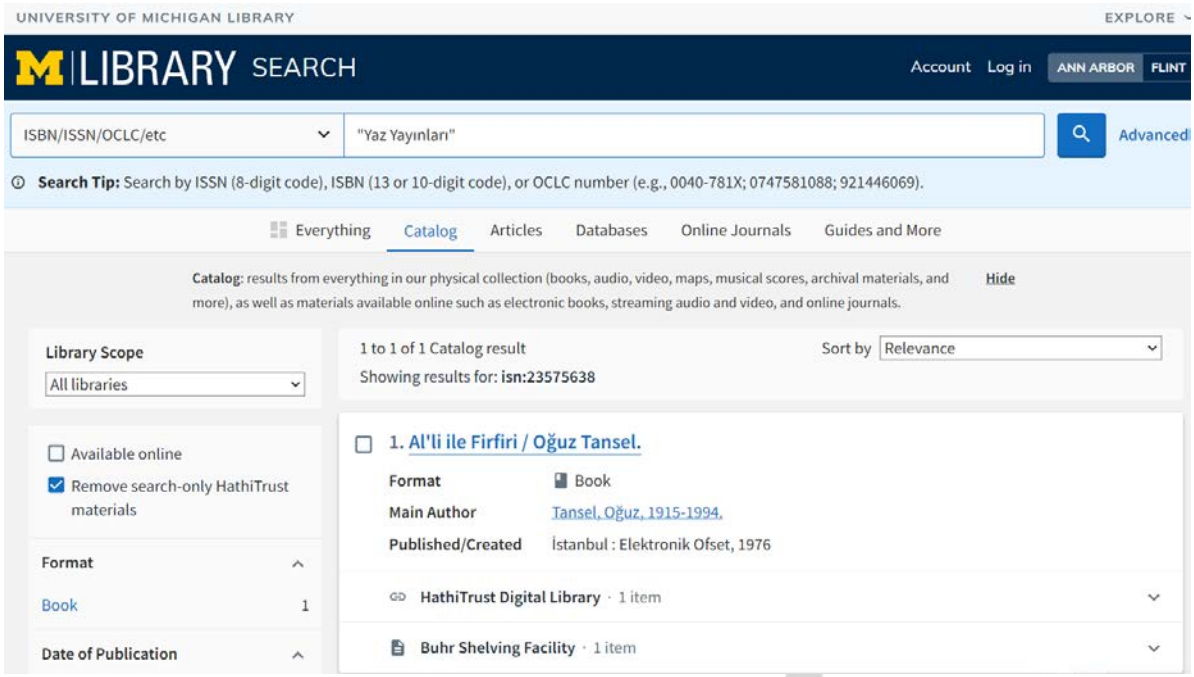

UNIVERSITAT BONN

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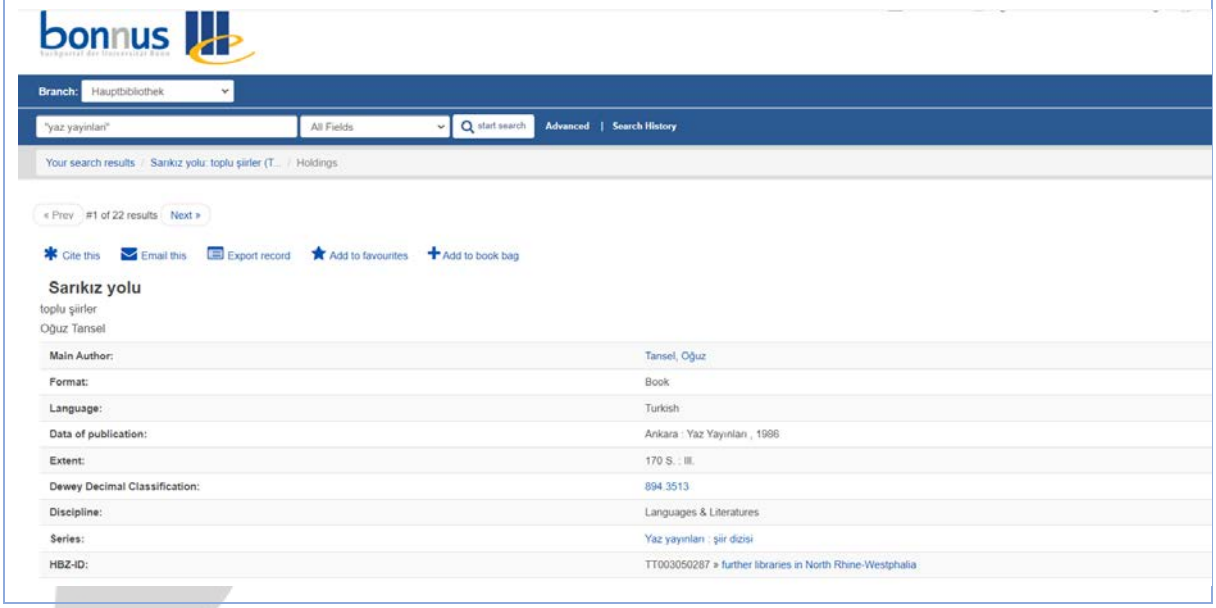

UNİVERSITÉ DE STRASBOURG

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UNIVERSITÄTS- UND LANDESBIBLIOTHEK SACHSEN-ANHALT / ZENTRALE

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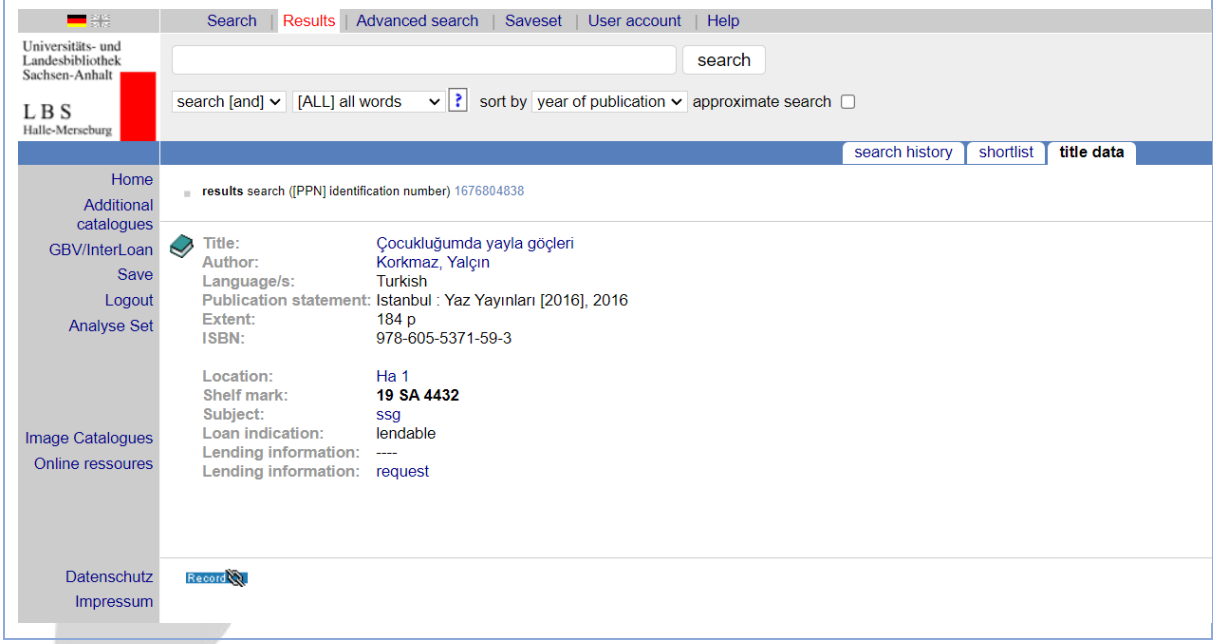

THE UNIVERSITY OF CHICAGO

Erişim Linki:
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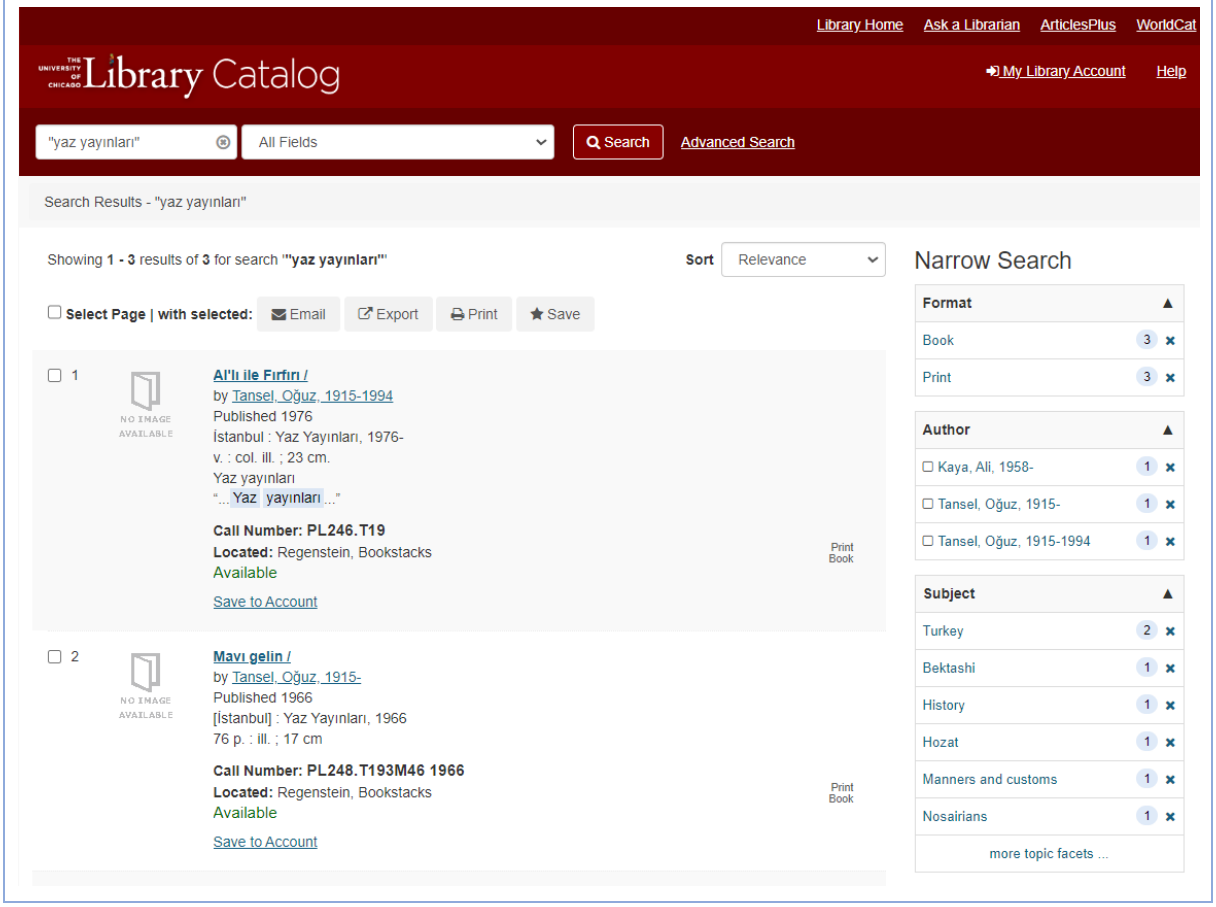

STAATS- UND UNIVERSİTÄTSBIBLIOTHEK BREMEN

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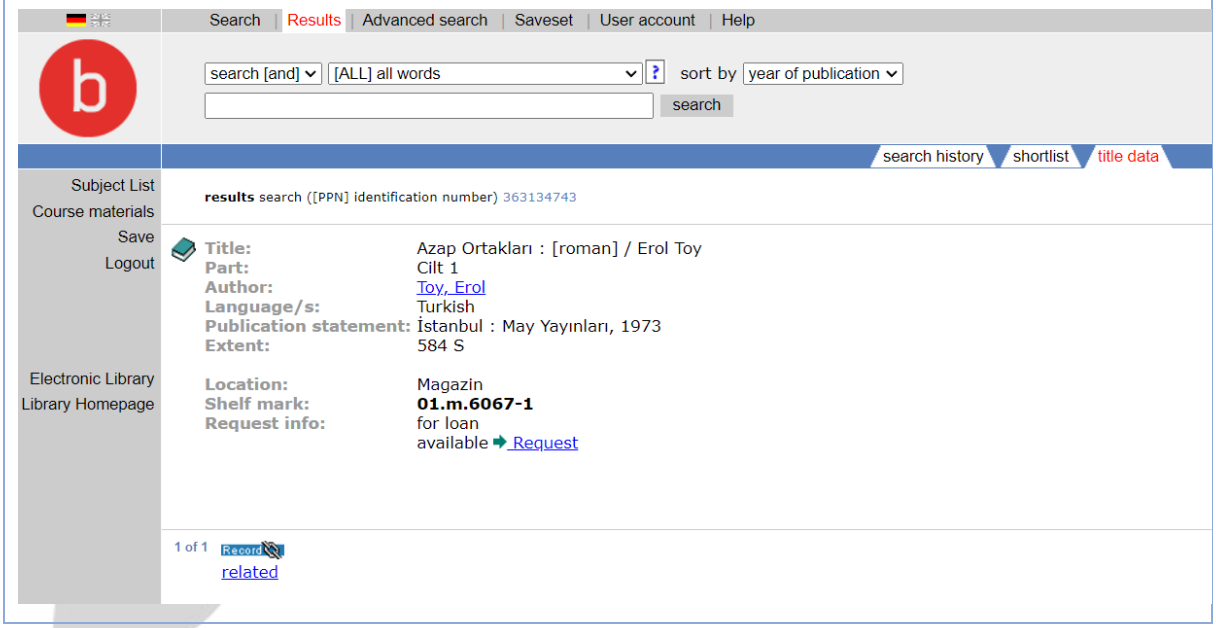

DUISBURG-ESSEN

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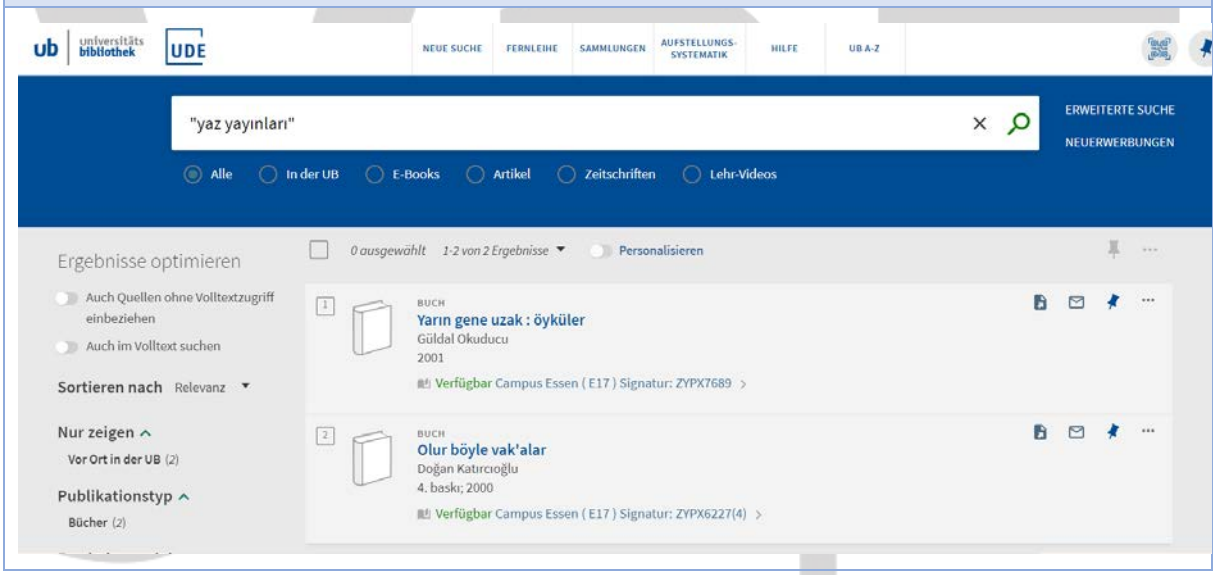

YALE UNIVERSITY

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